Clips Without An Album: Art For Art's Sake

BY JIM BESSMAN

NEW YORK Should videoclips exist solely to sell album product? Director Kevin Dole doesn't think so, and so he has created an animated videoclip that he is promoting solely on its own merit, without any corresponding record.

While MTV passed on the video, WTBS' "Night Tracks" and theatrical short film distributor Music Motions have already agreed to use Dole's clip for his "visual music" band Eye In The Village.

Dole says he hopes to eventually land a record deal for the band, but he asserts that any audio companion to the video will be clearly defined as a soundtrack to the clip.

"The whole definition of recording artist is about to change," he says. Dole predicts that "within five years," video music will be the primary music product configuration.

"Laserdisk sales in Japan are now exceeding VHS and Beta combined, and soon we'll all have the choice of buying either the record, CD, DAT, or laserdisk video version of the same product," says Dole.

As for the higher price of video product, considered by many in the industry to be a primary stumbling block to music videocassette and laserdisk sales, Dole says that even if visual product costs "50%-75% more, people will buy it out of perceived value."

"Look at CD," he says. "People already pay almost twice as much for CDs as for vinyl records, and the big difference is sound quality. So, they're bound to pay more if they're getting pictures as well."

Of course, such statements are optimistic. Music video product—even for well-established stars—has not exactly leaped off retailers' shelves, and the chances for an unknown video artist are slim at best.

But Dole says he's looking ahead and believes that the MTV-inspired visual indoctrination of the younger demographics will help the concept of visual recording artists eventually fly.

> **'You feel like the images dance in your head'**

"Say Eye In The Village is visually creative as well as good musically," he says. "Put it up against a band with equally good music [but] with video product consisting of only performance pieces. That other band will fall short, since very few concert videos are exciting and visually attractive enough for viewers to buy and watch repeatedly."

Dole's video will have its world première shortly on "Night Tracks." Giles Ashford, the show's co-producer says it is the first clip he can recall the show airing without associated record product.

Ashford says that because of the special nature of the video, "Night Tracks" will herald the première with a statement to the press explaining the concept behind the video and the band.

Susan Hendryx, senior vice president of Music Motions, says she is seeking corporate sponsorship for theatrical distribution of the video.

"With this type of animation, if you see it on a big screen, you feel like the images are dancing around in your head," says Hendryx. She says she's convinced that a videoclip can have an afterlife if linked with a sponsor that will later release it as a home video product or use it for other promotions.

Two major label video executives express conflicting opinions about the market viability of a videoclip not accompanied by album product. Len Epand, senior vice president of music video for PolyGram, says he feels the market is "almost nil."

"There's no other important outlet other than MTV, which is hit-driven, and local video shows, so marketing something like that is very hard," says Epand. "Radio exposure sells records, and except for hard-core fans, people don't buy records until they've heard them. Achieving a mass market for a product without sufficient exposure medium would be extremely difficult right now."

However, Harvey Leeds, Epic vice president of album promotion, says Dole's product "can absolutely work," and adds he hopes a label picks up the project. Leeds notes that Dole approaches the music business backwards, "from a filmmaker's point of view. Forget about video. It's still the music business—they just happen to be a band that doesn't tour but makes visuals instead."

Sam Kaiser, MTV vice president of programming, says MTV's policy is that all video artists played on the channel must have major or independent record distribution. He says that Dole's clip was screened by MTV executives. "The feeling was very good that it would get a positive response on 'Basement Tapes,'" he says, but Dole passed on the suggestion.

Dole is best known for his direc-

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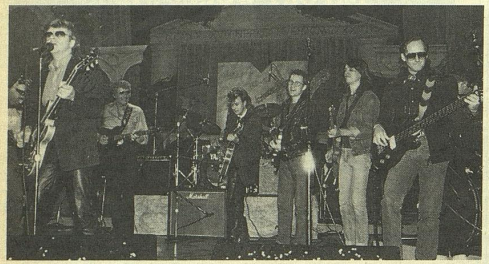

Rockin' In The New Year. MTV's sixth annual New Year's Eve ball (this year retitled Nero's Eve) got down and dirty with a host of live acts, including the Beastie Boys, Lone Justice, Dave Edmunds, the Georgia Satellites, and Andy Taylor. Left: The rockabilly finale featured, from left, Edmunds, the legendary Carl Perkins, Brian Setzer, Marshall Crenshaw, the Georgia Satellites' Dan Baird, and guitarist Mickey Gee. Right: Dweezil Zappa, left, jams with Andy Taylor.

Youths Pick Movie, TV, Music Favorites

Nickelodeon Conducts Poll

NEW YORK The demographic of those 17 years old and younger has a disproportionately strong voice in determining which movies, records, and television shows become commercial winners. So MTV Networks' Nickelodeon channel thought it would be interesting to have its audience actually vote for their favorites in those areas.

The result is Nickelodeon's first Big Ballot, a nationwide entertainment poll open to those 17 and younger, which could prove eye opening to media executives.

Sponsored by the 24-hour-a-day kids' channel, General Foods, Bubble Yum bubble gum, and Bonkers!, the poll began Jan. 12 and runs through February.

Voting takes place in 12 categories in film, music, TV, and sports via balloting boxes placed in more than 100 Toys R Us, Musicland, Herman's World of Sporting Goods, and Hard Rock Cafes across the U.S.

Ballots will also be provided by Nickelodeon through on-air promotions. Winners will be announced during four special editions of "Rated K: For Kids By Kids," Nickelodeon's movie review program.

There are three finalists in each category, taken from nominations solicited from viewers during November and December. A partial list of nominees:

- **Favorite Music Group:** The Jets, Huey Lewis & the News, the Monkees.
- **Favorite Male Vocalist:** Phil Collins, Lionel Richie, Bruce Springsteen.
- **Favorite Female Vocalist:** Whitney Houston, Janet Jackson, Madonna.
- **Favorite Movie:** "Crocodile Dundee," "The Karate Kid, Part II," "Top Gun."
- **Favorite Movie Actor:** Tom Cruise, Tom Hanks, Eddie Murphy.
- **Favorite Movie Actress:** Whoopi Goldberg, Goldie Hawn, Ally Sheedy.

Provision for write-in votes is made on the ballots. Tabulations will be supervised by a team of independent auditors, according to a spokesman for the channel.

The results of the movie voting will be announced on the channel March 28. Winners in the other three categories will be divulged over the course of the following three weekends.

STEVEN DUPLER

Video Track

NEW YORK

THE BEASTIE BOYS continue the rap-rock connection with a video for their current surprise hit, "(You Gotta) Fight For Your Right (To Party!)," recently added in heavy rotation on MTV. The video also received hip-clip status on the channel, which means it was played almost 60 times in the one-week period from Dec. 17-24. **Run-D.M.C.** started the trend last year with its remake of Aerosmith's "Walk This Way." The clip's scenario resembles a rap frat party, carried out in true Beastie Boys style. It was directed by **Rick Menello** and **Adam Dubin.** The video supports the trio's debut album, "Licensed To Ill," on Def Jam/Columbia Records.

Bon Jovi's video for "Living On A Prayer," the follow-up to the group's No. 1 "You Give Love A Bad Name," is a striking performance piece that was filmed almost entirely in black and white. It was directed by **Wayne Isham,** who was also behind the camera for **Howard Jones'** and **Kansas'** latest clips, "You Know I Love You, Don't You" and "All I Wanted," respectively. "Living On A Prayer" supports the rockers' second single off their latest Mercury/PolyGram release, "Slippery When Wet."

Enigma recording act the **Smithereens** completed a video for "In A Lonely Place," a ballad that features **Suzanne Vega.** It is said to be a "soulful narrative" that was filmed in black and white in various locations around Manhattan. The video was directed and produced by **Ken Ross** and **Richard Levine.**

Noted Manhattan street artist **Keith Haring** teamed up with **Grace Jones** to direct her new video, for "I'm Not Perfect, But I'm Perfect For You." As one would expect, the clip is full of unique visuals and centers on Jones' performance of the song. Jones is on Manhattan Records.

LOS ANGELES

ENERGY PRODUCTIONS was responsible for the **KBC Band's** video for "America," the first single off the band's eponymous debut album, on Arista. It's a collection of aerial footage that was filmed across the country by cinematographer/director **Louis Schwartzberg. Robert Zuckerman** produced. **David Helfand** performed postproduction work. The KBC Band features **Paul Kantner, Marty Balin,** and **Jack Casady,** three original members of the **Jefferson Airplane.**

OTHER CITIES

COUNTRY ARTIST Michael Martin Murphey wrapped a video for "Long Line Of Love," the first single off his upcoming Warner Bros. album, "Americana." Lensed on location in Palo Duro Canyon, Texas, the clip is said to tell the story of a U.S. family's struggle to stay together. It was directed by **Michael Merriman,** who co-produced with Murphey. **Sherman Halsey** and **Bob Burwell** served as executive producers. **Dale Scarberry** was cinematographer. Postproduction was performed at **Dallas Post.**

Production companies and post-production facilities are welcome to submit information on current projects. Please send material to Linda Moleski, Video Track, Billboard, 1515 Broadway, New York, N.Y. 10036.

Madonna Clip Takes Top World Award

Program Broadcast Live To 35 Countries

BY NICK ROBERTSHAW

LONDON Madonna's "Papa Don't Preach" took top place in the debut World Music Video Awards, broadcast live worldwide Jan. 10. The event was the first project of the newly formed International Federation of Music Television Channels (IFMTC).

Some 225 million viewers in 35 countries across four continents saw the three-hour program, which included live slots from London, Los Angeles, Paris, Toronto, Sydney, Tokyo, and Rome. The whole package was coordinated via a five-satellite link-up.

Despite the multinational flavor of the event, British and American acts dominated the top-20-style awards, voted on by viewers worldwide.

Second place went to Peter Gabriel's "Sledgehammer," followed by Wham!'s "Edge Of Heaven," Duran Duran's "Notorious," and Cyndi Lauper's "True Colors." Only the Scandinavian acts Europe, in seventh place with "The Final Countdown," and a-ha, which placed 11th with "Hunting High And Low," cut into the British and American dominance.

Madonna took an additional national award for the leading U.S. clip and Peter Gabriel a second award for innovation in video, presented by Coca-Cola, sponsor of the event.

An estimated 225 million viewers saw the program on four continents

Other national awards: The Church, "Tantalize" (Australia); Gianna Nannini, "Bello E Impossible" (Italy); Wolf Maahn, "Karoussel" (West Germany); Etienne Daho, "Epaule Tattoo" (France); Mikuki Nakanina, "Revenge In Beauty" (Japan); and Glass Tiger, "Don't Forget Me When I'm Gone" (Canada).

More than a dozen artists performed live during the course of the show. In London, Bob Geldof opened the event with "This Is The World Calling," and Samantha Fox sang her international hit "Touch Me." Other performers included the Bangles and Run-D.M.C. in Los Angeles, Bruce Cockburn in Toronto, INXS and Genesis in Sydney, and Europe and Etienne Daho in Paris.

Some 35 television stations worldwide participated in the broadcast, many in Asia and South America screening the show live. In the U.S., the seven Fox television stations edited a two-hour version for retransmission at prime time the same day and syndicated it through All-American TV to a coast-to-coast audience estimated at 65% of all U.S. TV homes.

IFMTC comprises Sky Channel, Canada's MuchMusic/MusiqueePlus, Italy's Video Music, West Germany's Music Box, and French music channel TV6. The concept for the show originated with MuchMusic's John Martin. Sky, MuchMusic, and media group West Nally jointly produced the awards. Martin also co-produced the show with Sky's head of television, Gary Davey.

New Videoclips

This weekly listing of new videoclips generally available for programming and/or promotional purposes includes artist, title, album (where applicable) label, producer/production house, director. Please send information to Billboard, New Videoclips, 1515 Broadway, New York, N.Y. 10036.

BILLY BRANIGAN
Maybe Tonight
Make A Movie/Polydor/PolyGram
Fiona O'Mahoney
Nick Morris

HOWARD HEWETT
Stay
I Commit To Love/Elektra
Brian Johnson/Propaganda
David Fincher

HUEY LEWIS & THE NEWS
Jacob's Ladder
Fore/Chrysalis
Hulex
Paul Becker

IDEOLA
Is It Any Wonder?
Tribal Opera/A&M
Tina Silvey/Silvey-Leed Productions
Andrew Doucette

JENOBIA JETER WITH GLEN JONES
Together
Jenobia/RCA
Jon Small/PictureVision
Peter Israelson

KBC BAND
America
KBC Band/Arista
Robert Zuckerman/Energy Productions
Louis Schwartzberg

KTP
Never Too Late
Certain Things Are Likely/Mercury/PolyGram
Andy Morahan

PAUL McCARTNEY
Pretty Little Head
Press To Play/Capitol
Adam Whitaker/Limelight Productions
Steve Barron

MELBA MOORE
Falling
A Lot Of Love/Capitol
Joel Hinman/Bell One Productions
Michael Oblowitz

THE MISSION U.K.
Wasteland
God's Own Medicine/Mercury/PolyGram
Luc Roeg
Tony Vanden Ende

O'BRYAN
Tenderloin
Surrender/Capitol
Alastair Bates/Limelight
Peter Care

MARIE OSMOND
I Only Wanted You
I Only Wanted You/Capitol
ARO Productions
Allan Osmond

THE PARACHUTE CLUB
Love Is Fire
Small Victories/RCA
Total Eclipse
Ron Berti

POISON
Talk Dirty To Me
Look What The Cat Dragged In/Enigma/Capitol
Jay Roewe/The Company
Jean Pellerin, Doug Freel

IGGY POP
Real Wild Child (Wild One)
Blah Blah Blah/A&M
Bob Lampal, Nick Egan

PSEUDO ECHO
Living In A Dream
Love And Adventure/RCA
Karl Steinberg
Brian Canham

SPOONS
Bridges Over Borders
Bridges Over Borders/Mercury/PolyGram
Allen Weinrib
Steven Surjik

STARSHIP
Nothing's Gonna Stop Us Now
Grunt/RCA
Janet Flora/Roizman & Assocs.
Michael Gottlieb

CLIPS WITHOUT ALBUM PRODUCT: ART FOR ART'S SAKE

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tion of and starring role in REO Speedwagon's "I Don't Wanna Know," which earned him a best-director nomination for the 1985 American Video Awards.

He won the same nomination the following year for directing Stanley Clarke's cover of Springsteen's "Born In The USA." Dole has also directed George Clinton's "Last Dance" and a number of commercials in association with the Apogee special effects studio.

Dole has been working on "No One Turns Away From The Camera" on and off during the past three years. The song was written by the other two members of Eye In The Village, musicians Chris Desmond and Tom Seufert.

According to Dole, the clip concerns itself with "the power of the camera to influence and corrupt those who seek exposure through it."

The visuals are eclectic, opening with rotoscope animation of figures dancing around the disembodied head of a pop performer. Three-armed abstract shapes recur, praising the singing head, with other animated imagery materializing to illustrate specific lyrics.

Dole says that the uncomplicated but labor-intensive technique required frame-by-frame animation, which was then shot with a '20s vintage camera.

"Our concept was to take imagery and music into equal consideration," he says. "The test of a good video is when you can turn off the soundtrack completely, look at the soundtrack, and find that it looks and feels like music for your eyes."

AS OF JANUARY 14, 1987

MTV PROGRAMMING

MUSIC TELEVISION

This report does not include videos in recurrent or oldie rotation.

			WEEKS ON PLAYLIST
VIDEOS ADDED THIS WEEK	BILLY BRANIGAN	MAYBE TONIGHT PolyGram	MEDIUM
	CONCRETE BLONDE	STILL IN HOLLYWOOD I.R.S.	LIGHT
	HUEY LEWIS & THE NEWS	JACOB'S LADDER Chrysalis	SNEAK
	PRETENDERS	MY BABY Warner Bros.	SNEAK PREVIEW
	PRETENDERS	ROOM FULL OF MIRRORS Warner Bros.	LIGHT
	PSEUDO ECHO	LIVING IN A DREAM RCA	MEDIUM
	STARSHIP	NOTHING'S GONNA STOP US NOW RCA	SNEAK PREVIEW
	WANG CHUNG	LET'S GO Geffen	SNEAK PREVIEW
	HANK WILLIAMS JR. WITH VAN HALEN	MY NAME IS BOCEPHUS Warner Bros.	LIGHT
	BRUCE WILLIS	RESPECT YOURSELF Motown	ACTIVE
SNEAK PREVIEW	JOURNEY	I'LL BE ALRIGHT WITHOUT YOU Columbia	5
	KBC BAND	AMERICA Arista	4
	EDDIE MONEY	I WANNA GO BACK Columbia	2
HEAVY ROTATION	BEASTIE BOYS	(YOU GOTTA) FIGHT FOR YOUR RIGHT (TO PARTY!) Columbia	5
	*BON JOVI	LIVING ON A PRAYER Mercury/PolyGram	7
	*ERIC CLAPTON	IT'S IN THE WAY THAT YOU USE IT Warner Bros.	10
	THE ROBERT CRAY BAND	SMOKING GUN Hightone/PolyGram	10
	EUROPE	THE FINAL COUNTDOWN Epic	29
	*PETER GABRIEL	BIG TIME Geffen	5
	GENESIS	LAND OF CONFUSION Atlantic	8
	GEORGIA SATELLITES	KEEP YOUR HANDS TO YOURSELF Elektra	13
	GLASS TIGER	SOMEDAY EMI	12
	*HOWARD JONES	YOU KNOW I LOVE YOU, DON'T YOU Elektra	13
	*KANSAS	ALL I WANTED MCA	8
	CYNDI LAUPER	CHANGE OF HEART Epic	12
	*MADONNA	OPEN YOUR HEART Sire/Warner Bros.	10
	*STEVE MILLER BAND	I WANT TO MAKE THE WORLD TURN AROUND Capitol	9
	*RIC OCASEK	TRUE TO YOU Geffen	8
	*RATT	DANCE Atlantic	12
	SMITHEREENS	BEHIND THE WALL OF SLEEP Enigma	14
	VAN HALEN	BEST OF BOTH WORLDS Warner Bros.	9
	WORLD PARTY	SHIP OF FOOLS Chrysalis	8
	*PAUL YOUNG	SOME PEOPLE Columbia	9
ACTIVE ROTATION	A-HA	CRY WOLF Warner Bros.	
	JULIAN COPE	WORLD SHUT YOUR MOUTH Island	
	DEAD OR ALIVE	BRAND NEW LOVER Epic	12
	DAVE EDMUNDS BAND	THE WANDERER Columbia	2
	HUMAN LEAGUE	I NEED YOUR LOVING A&M	6
	LONE JUSTICE	SHELTER Geffen	6
	PAUL SIMON	BOY IN THE BUBBLE Warner Bros.	5
	'TIL TUESDAY	COMING UP CLOSE Epic	4
	TIMBUK 3	LIFE IS HARD I.R.S.	2
	STEVIE RAY VAUGHAN & DOUBLE TROUBLE	SUPERSTITION Epic	5
	STEVE WINWOOD	THE FINER THINGS Warner Bros.	2
MEDIUM ROTATION	DON DIXON	PRAYING MANTIS Enigma	5
	STEVE EARLE	SOMEDAY MCA	5
	DEBBIE HARRY	FRENCH KISSIN Geffen	7
	GRACE JONES	I'M NOT PERFECT (BUT I'M PERFECT FOR YOU) Manhattan	8
	ROB JUNGKLAS	MAKE IT MEAN SOMETHING Manhattan	5
	LOVE & ROCKETS	ALL IN MY MIND Big Time	11
	STEVE MARTIN	DENTIST Geffen	2
	OMD	WE LOVE YOU A&M	4
	THE OUTLAWS	ONE LAST RIDE Rasha/CBS	5
	IGGY POP	REAL WILD CHILD A&M	4
	STRYPER	CALLING ON YOU Enigma	4
	*DWEEZIL ZAPPA	LET'S TALK ABOUT IT Barking Pumpkin	7
LIGHT ROTATION	BANANARAMA	TRICK OF THE NIGHT Polydor	6
	BRIGHTON ROCK	WE CAME TO ROCK Atco	2
	KATE BUSH	EXPERIMENT IV EMI	4
	LUIS CARDENAS	HUNGRY FOR YOUR LOVE Allied Artist	4
	CROWDED HOUSE	NOW WE'RE GETTING SOMEWHERE Capitol	8
	COREY HART	CAN'T HELP FALLING IN LOVE EMI America	2
	HUNTERS & COLLECTORS	THROW YOUR ARMS AROUND ME I.R.S.	2
	IRON MAIDEN	STRANGER IN A STRANGE LAND Capitol	7
	KILLER DWARFS	KEEP THE SPIRIT Grudge	4
	PAUL McCARTNEY	PRETTY LITTLE HEAD Capitol	5
	POISON	TALK DIRTY TO ME Enigma/Capitol	4
	RATT	BODY TALK Atlantic	5
	TESLA	MODERN DAY COWBOY Geffen	5
	THE THE	INFECTED Epic	2
	W.A.S.P.	I DON'T NEED NO DOCTOR Capitol	4

*** Denotes former Sneak Preview Video.**
For further information, contact Jeanne Yost, director of music programming, MTV, 1775 Broadway, New York, N.Y. 10019.

1987.01.24 Video Music Clips Without An Album, Billboard, Jim Bessman, 99,4 P38